

Burlington City Place Meeting for Area Businesses
Thursday, September 7, 2017 @ Burlington City Arts

This meeting was held to provide updates on the construction process for Burlington City Place, formerly Burlington Town Center, and discuss business outreach strategies in regards to communicating with customers. These notes contain some portions of the presentation, the full presentation can be found on the City's website at www.burlingtonvt.gov/btvmall.

❖ = Agenda Item

(Q) = Question

(A) = Answer

❖ **Welcome/Introductions** – Noelle MacKay, City of Burlington, Director, Community & Economic Development Office (CEDO)

❖ **Construction Overview** – Art Klugo, PC Construction

- The Project will be completed in stages to limit impacts on the area surrounding the construction site.
- STAGE 1 – approximately 12 months, commencing Fall 2017
 - Months 1 – 6: Deconstruction, Excavation, Foundation Work
 - Months 7 – 12: Structural Steel, Begin Building Exterior
- STAGE 2 – approximately 8 months
 - Months 13 – 20: Building Exterior, Begin Interior Work
- STAGE 3 – approximately 12 months
 - Complete Building Exterior Work, Interior Work, Streetscape

(Q) Compared to the CCTA bus depot construction how much noise will there be?

(A) The CCTA bus depot required sheet pilings to be driven in to secure the area and that caused a lot of noise and vibration. Burlington City Place requires a different method that will not have the same level of noise and vibration.

(Q) What are the construction hours?

(A) 7am – 7pm weekdays, 7am-4pm on Saturdays. In some cases, it will be 24 hours, but BCP will be required to notify City and area residents and businesses.

There will be truck traffic primarily in the first 12 months. The truck routes will not be crossing church street – will primarily enter from Saint Paul St. from the South and exit on Bank Street and down Pine Street. From the North trucks will enter from Battery St. to Cherry St.

(Q) In an instance of 24 hour work, will the noise cause disruptions to residents at night? Will we know ahead of time to send a heads up?

(A) Some noise may be apparent but efforts will be made to mitigate noise at night. The City, residents, and businesses will be notified on the City's website and through social media and list serves.

(Q) Why is the project being broken up into stages?

(A) Don Sinex (Devonwood Investors): The stages of construction are designed to mitigate disruption but also for safety of the public and the workers. The stages are tied to how the streets will be occupied. The initial stage will require partial encumbrance of Bank St. and Cherry St. Stage 2 will bring everything back to the curb line and stage 3 will have protected pedestrian areas.

(Q) Will Trucks be using South Winooski St?

(A) No they should not need to use South Winooski.

❖ **What's the Message?** Ron Redmond, Executive Director and Jenny Morse, Marketing, Church Street Marketplace

Outreach efforts by Church Street Marketplace staff will be conducted in the whole downtown not just Church Street.

4 things the businesses can communicate:

- Downtown is **OPEN FOR BUSINESS** during construction
- Downtown **STREETS ARE OPEN** to traffic and pedestrians during construction.
- Downtown has **PLENTY OF PARKING**
- Burlington **VISITORS WILL NOT BE IMPACTED** by the construction site.

#ShopLocalShopBurlington campaign is starting on Small Business Saturday (November 24th) and ending on Christmas. They will encourage visitors to SHOP LOCAL this holiday season.

- Sandwich board signs to demonstrate that businesses are open
- Major holiday events will not change, Santa Claus will be in the part of the mall that will be open
- Extensive promotional campaign

(Q) While we have messaging regarding what is NOT changing we don't know specifically what IS changing? Those talking points would be helpful.

(A) Yes we will take that into account in materials.

(Q) Could we add parking to the map?

(A) Will send around draft and ask for suggestions.

(Q) Could the businesses get materials on the construction schedule and parking earlier than later in order to educate people now. Also could we stop calling it just 'construction' to market it as an exciting opportunity even during the phase of construction?

(A) Will have a better understanding of the schedule in October and will send information as soon as possible. Will consider how to communicate the excitement over this transformative project.

❖ **Parking Tips** - Kelly Devine (Burlington Business Association)

Reviewed parking tips slide and a handout that will be made available to businesses:

Getting Around Downtown
Helping you Succeed During Construction

Where to park?

My Customers:

- **Interactive Parking Map** - view our beta interactive map to find all downtown parking: <https://parkburlington.com/downtown-parking/parking-map/>
- **Two Hour Free Parking** – available at our public garages: Marketplace (147 Cherry St.), Lakeview (41 Cherry St.) and College Street Garages (60 College St.)
- **On-Street Parking & Using the App** – Downtown core meters = no time limit. FREE PARKING after 6pm at over 700 meters in downtown. Use the Parkmobile app to pay for your session and add time to your meter if you're running late
- **Private Garages** – space available at all private garages. Corporate Plaza (76 Saint Paul St.), Courthouse Plaza (179 South Winooski Ave.) or Cornerstone Building Garage (1 Steele St.). Rates \$2 or more/hr. With flat night rates \$3+
- **Private & City Surface Lots:**
 - City-owned lots at 86 Pearl St. or 220 Main St. \$1.50/hr.
 - Unified Parking Partners lots - including: 2 Cherry St., 2 Church St., 174 Pearl St. and 2 Center St. Typically nights & weekends. \$4/hr.
 - Gateway Center (Top Deck) at 65 College St. \$5/session

My Employees

- **On-Street Parking** - over 50 Brown-top meters 10 hr. Max. at \$0.40/hr
- **Leased Parking Options** - Park Burlington is building a database which includes permit availability in both public and private facilities

How do I navigate around construction?

- **All Streets Will Remain Open**
- **Stick to Pearl & Main Streets** - access downtown via Pearl & Main streets to avoid construction zones on Cherry or Bank streets
- **Access Public Garages via Battey Street** - both College Street and Lakeview Garages can be accessed via the Battery Street entrance (120 Battery St.)
- **Ride Your Bike or Take a Walk**

Give Feedback - Derik Wrightson: derik@bbavt.org

The Park Burlington website itself has news articles about anything that is affecting parking & transportation in Burlington and has info on tickets, rates, Parkmobile, etc... There will also be a Parking tour in late September.

- Website: <https://parkburlington.com/>
- Monthly parking & transportation newsletter: [go! BURLINGTON e-newsletter](#), and recent editions can be found here: <https://parkburlington.com/about-us/go-burlington-newsletter/>

- ❖ **Traffic/Pedestrian Plan** – Art Klugo, Director of Business Development, PC Construction; Norm Baldwin, City Engineer, City of Burlington Dept. of Public Works

In the previous meeting on July 20 the traffic patterns during construction were discussed (<https://www.burlingtonvt.gov/sites/default/files/BTC%20Redevelopment%20Business%20Meeting%20Notes.pdf>). The 2-way traffic plan for Bank St. was subsequently approved. However, there is an option to maintain parking on one side of Bank St. for the one block between St. Paul and Pine and make it one-way rather than two-way, with traffic flowing from west to east.

DPW needs to assess the one way option for that block of Bank St., there is a possibility Pine St. (between College and Bank, one block) would need to become one-way as well. This issue will go before the September or October DPW Commission. Getting feedback ASAP is important. Send comments to Norm (nbaldwin@burlingtonvt.gov). CEDO will reach out to Bank St. businesses. It should be noted that pedestrians can still pass through from Bank St. to Cherry St. from the entrance behind Ken's Pizza near the Tiki Bar or through pedestrian walkway near Macy's.

(Q) Will there be enough clearance with parking on Bank Street for loading zone question and garbage trucks to turn around at A Single Pebble. Also several times a year a large truck does delivery for a half hour to A Single Pebble and would block traffic.

(A) There is a designated loading zone at the corner of Bank St. and Pine St. There will be enough clearance with the parking to allow vehicles to enter driveways and lots. DPW will make sure this is part of analysis.

(Q) Have you considered traffic issues on the East section of Bank St. and any issues with the farmers market?

(A) There are consultants that are doing traffic analysis that will consider the whole area.

(Q) Will a single loading zone be adequate for businesses on Bank St.?

(A) Additional loading zones may be considered if necessary.

***The attendees were asked whether they had feelings regarding the one-way on Bank St.**

(Currently there is no parking on that side of the street, instead of drilling holes for meters, payment would be through a multi-space meter or through the parking app.)

(A) A Single Pebble does not have a feeling one way or another. Labor Day bike race is a good example of having these streets closed. Would rather keep the traffic flow if there is parking elsewhere. For the number of parking space we gain, the cost is restricted traffic flow.

(A) Parking spots are important for local employees. I never drive through there, and parking is more valuable.

(Q) What will be the impact on Cherry St.? Past conversations discussed moving the crosswalk.

(A) What was proposed for Cherry St. is on the website with the [presentation](#) from last meeting. The sidewalk on the north side will remain open. There will be a temporary crosswalk in front of Macy's entrance.

(Q) What can NBT Bank expect as a visual barrier on the loading zone, and how long can the entrance be used onto bank street.

(A) This will remain open throughout and there will be panels on the construction area to make it look more attractive.

❖ **Communication Channels** – Noelle MacKay, City of Burlington CEDO

Changes will be posted on the City website through the construction section:

<https://www.burlingtonvt.gov/CEDO/BTV-Mall-Redevelopment-Process>

- Information will also be sent out on listserv
- DPW will be keeping its construction page up to date
- Church Street Marketplace will provide weekly updates
- Front Porch Forum will be utilized

(Q) Outdoor Gear Exchange has a busy season coming up, and customers are asking if they are closing. The sooner they can get word out to their customers happening the better for businesses. Also there is a misconception that the front of the mall will close.

(A) No streets are going to close and the front part of the mall will remain open. Businesses should reach out to their customers and share this information.

(Q) What happens on the East Side of Macy's?

(A) During construction that space will be made safe, a barrier will be put up. Post construction there will likely be a new entrance.